

DUPLICATE INVOICE



WESH
1021 N. Wymore Rd.
Winter Park, FL 32789
Main: (407)645-2222
Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
952750-1	09/30/12	September 2012	08/27/12 - 09/27/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
American Crossroads - Issi	AMERICAN CROSSROADS	1017

Flight Dates	Order #	Alt Order #
09/19/12 - 09/27/12	952750	07904687

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/19/12	09/21/12	M-F Early Sunrise	5:00-6:00 AM	--1-1--	:30	2	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1-1--	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		09/19/12	5:42 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV18ACH	\$500.00 NM
2	WESHF		09/21/12	5:43 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV18ACH	\$500.00 NM
2	09/25/12	09/27/12	M-F Early Sunrise	5:00-6:00 AM	-1-1---	:30	2	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-1-1---	2	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTu		09/25/12	5:24 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV18ACH	\$500.00 NM
2	WESHTh		09/27/12	5:43 AM	M-F Early Sunrise	5:00-6:00 AM	:30	USPRTV18ACH	\$500.00 NM
3	09/24/12	09/26/12	M-F Sunrise @6AM	6:00-7:00 AM	1-1----	:30	2	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-1----	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHM		09/24/12	6:22 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV18ACH	\$1,200.00 NM
1	WESHW		09/26/12	6:28 AM	M-F Sunrise @6AM	6:00-7:00 AM	:30	USPRTV18ACH	\$1,200.00 NM
4	09/19/12	09/21/12	NBC Today Show	7:00-9:00 AM	--1-1--	:30	2	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1-1--	2	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		09/19/12	8:37 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV18ACH	\$1,800.00 NM
2	WESHF		09/21/12	8:58 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV18ACH	\$1,800.00 NM
5	09/25/12	09/27/12	NBC Today Show	7:00-9:00 AM	-1-1---	:30	2	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-1-1---	2	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTu		09/25/12	7:30 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV18ACH	\$1,800.00 NM
2	WESHTh		09/27/12	8:59 AM	NBC Today Show	7:00-9:00 AM	:30	USPRTV18ACH	\$1,800.00 NM

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Lehigh Valley, PA 18002-6876

FIN# 59-3186949



<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
952750-1	09/30/12	September 2012	08/27/12 - 09/27/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
American Crossroads - Issu	AMERICAN CROSSROADS	1017

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/20/12	09/20/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	---T---	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---T---	1	\$1,000.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	Th	09/20/12	9:58 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV18ACH	\$1,000.00 NM
7	09/24/12	09/26/12	Regis & Kelly 9-10 AM	9:00-10:00 AM	1-1----	:30	2	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-1----	2	\$1,000.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WESH	M	09/24/12	9:36 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV18ACH	\$1,000.00 NM
1	WESH	W	09/26/12	9:52 AM	Regis & Kelly 9-10 AM	9:00-10:00 AM	:30	USPRTV18ACH	\$1,000.00 NM
8	09/19/12	09/21/12	NBC Today Show II	10AM-11AM	--1-1--	:30	2	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1-1--	2	\$900.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	W	09/19/12	10:59 AM	NBC Today Show II	10AM-11AM	:30	USPRTV18ACH	\$900.00 NM
2	WESH	F	09/21/12	10:30 AM	NBC Today Show II	10AM-11AM	:30	USPRTV18ACH	\$900.00 NM
9	09/25/12	09/27/12	NBC Today Show II	10AM-11AM	-1-1---	:30	2	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-1-1---	2	\$900.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	Tu	09/25/12	10:50 AM	NBC Today Show II	10AM-11AM	:30	USPRTV18ACH	\$900.00 NM
2	WESH	Th	09/27/12		NBC Today Show II	10AM-11AM	:00		\$900.00 NM
	Credited								
10	09/24/12	09/26/12	NBC Today Show III	11AM-12PM/10-11A	1-1----	:30	2	\$750.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-1----	2	\$750.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WESH	M	09/24/12	11:29 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV18ACH	\$750.00 NM
1	WESH	W	09/26/12	11:52 AM	NBC Today Show III	11AM-12PM/10-11A	:30	USPRTV18ACH	\$750.00 NM
11	09/20/12	09/20/12	Days of Our Lives	1:00-2:00 PM	---T---	:30	1	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---T---	1	\$800.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WESH	Th	09/20/12	1:59 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV18ACH	\$800.00 NM
12	09/24/12	09/26/12	Days of Our Lives	1:00-2:00 PM	1-1----	:30	2	\$800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1-1----	2	\$800.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
2	WESH	M	09/24/12	2:00 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV18ACH	\$800.00 NM
1	WESH	W	09/26/12	1:28 PM	Days of Our Lives	1:00-2:00 PM	:30	USPRTV18ACH	\$800.00 NM
13	09/19/12	09/21/12	KATIE COURIC DAY	2-3PM	--1-1--	:30	2	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--1-1--	2	\$300.00				
Spots: #	Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.

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Invoice #	Invoice Date	Invoice Month	Invoice Period
952750-1	09/30/12	September 2012	08/27/12 - 09/27/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	1017	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	09/19/12	09/21/12	KATIE COURIC DAY	2-3PM	--1-1--	:30	2	\$300.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHW		09/19/12	2:59 PM	KATIE COURIC DAY	2-3PM	:30	USPRTV18ACH	\$300.00 NM
1	WESHF		09/21/12	2:19 PM	KATIE COURIC DAY	2-3PM	:30	USPRTV18ACH	\$300.00 NM
14	09/25/12	09/27/12	KATIE COURIC DAY	2-3PM	-1-1---	:30	2	\$300.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-1-1---	2	\$300.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTu		09/25/12	2:44 PM	KATIE COURIC DAY	2-3PM	:30	USPRTV18ACH	\$300.00 NM
2	WESHTh		09/27/12	2:45 PM	KATIE COURIC DAY	2-3PM	:30	USPRTV18ACH	\$300.00 NM
15	09/20/12	09/20/12	M-F 3-4 PM	3:00-4:00 PM	---T---	:30	1	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	---T---	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTh		09/20/12	3:31 PM	M-F 3-4 PM	3:00-4:00 PM	:30	USPRTV18ACH	\$600.00 NM
16	09/24/12	09/26/12	M-F 3-4 PM	3:00-4:00 PM	1-1----	:30	2	\$600.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	1-1----	2	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHM		09/24/12	3:20 PM	M-F 3-4 PM	3:00-4:00 PM	:30	USPRTV18ACH	\$600.00 NM
1	WESHW		09/26/12	3:28 PM	M-F 3-4 PM	3:00-4:00 PM	:30	USPRTV18ACH	\$600.00 NM
17	09/19/12	09/21/12	M-F 4-5 PM NEWS	M-F 4-5 PM	--1-1--	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	--1-1--	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHW		09/19/12	4:23 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV18ACH	\$1,200.00 NM
2	WESHF		09/21/12	4:40 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV18ACH	\$1,200.00 NM
18	09/25/12	09/27/12	M-F 4-5 PM NEWS	M-F 4-5 PM	-1-1---	:30	2	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	-1-1---	2	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESHTu		09/25/12	4:45 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV18ACH	\$1,200.00 NM
1	WESHTh		09/27/12	4:14 PM	M-F 4-5 PM NEWS	M-F 4-5 PM	:30	USPRTV18ACH	\$1,200.00 NM
19	09/20/12	09/20/12	M-F 5-6 PM ROT	5:00-6:00 PM	---T---	:30	1	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/17/12	09/23/12	---T---	1	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHTh		09/20/12	5:43 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV18ACH	\$1,600.00 NM
20	09/24/12	09/26/12	M-F 5-6 PM ROT	5:00-6:00 PM	1-1----	:30	2	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	09/24/12	09/30/12	1-1----	2	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESHM		09/24/12	5:28 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV18ACH	\$1,600.00 NM
2	WESHW		09/26/12	5:28 PM	M-F 5-6 PM ROT	5:00-6:00 PM	:30	USPRTV18ACH	\$1,600.00 NM

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952750-1	09/30/12	September 2012	08/27/12 - 09/27/12
Advertiser	Product	Estimate Number	
American Crossroads - Iss	AMERICAN CROSSROADS	1017	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	09/24/12	09/24/12	Mon NBC Prime VOICE	Prime Other	M-----	:30	1	\$7,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	M-----	1	\$7,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	09/24/12	9:41 PM	Mon NBC Prime VOICE	Prime Other	:30	USPRTV18ACH	\$7,000.00 NM
22	09/24/12	09/24/12	NBC Prime REVOLUTION	10:00-11:00 PM	M-----	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	M-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	M	09/24/12	10:36 PM	NBC Prime REVOLUTION	10:00-11:00 PM	:30	USPRTV18ACH	\$4,500.00 NM
23	09/19/12	09/21/12	NBC Tonight Show	11:35P-12:35XM	--111--	:30	3	\$1,400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--111--	3	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	09/19/12	12:31 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
2	WESH	Th	09/20/12	12:10 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
3	WESH	F	09/21/12	11:48 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
24	09/24/12	09/27/12	NBC Tonight Show	11:35P-12:35XM	1111---	:30	4	\$1,400.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	1111---	4	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	M	09/24/12	11:46 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
1	WESH	Tu	09/25/12	11:58 PM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
3	WESH	W	09/26/12	12:08 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
4	WESH	Th	09/27/12	12:09 AM	NBC Tonight Show	11:35P-12:35XM	:30	USPRTV18ACH	\$1,400.00 NM
25	09/25/12	09/25/12	NBC Prime VOICE	8:00-9:00 PM	-T-----	:30	1	\$6,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	-T-----	1	\$6,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Tu	09/25/12	8:43 PM	NBC Prime VOICE	8:00-9:00 PM	:30	USPRTV18ACH	\$6,000.00 NM
26	09/26/12	09/26/12	Wed NBC Prime L&O SV	Prime Other	--W----	:30	1	\$4,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	--W----	1	\$4,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	W	09/26/12	10:33 PM	Wed NBC Prime L&O SVU	Prime Other	:30	USPRTV18ACH	\$4,000.00 NM
27	09/20/12	09/27/12	NBC Prime ROCK CENT	10:00-11:00 PM	---T---	:30	1	\$2,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	---T---	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Th	09/20/12	10:12 PM	NBC Prime ROCK CENTER	10:00-11:00 PM	:30	USPRTV18ACH	\$2,500.00 NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/24/12	09/30/12	---T---	1	\$2,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WESH	Th	09/27/12	10:17 PM	NBC Prime ROCK CENTER	10:00-11:00 PM	:30	USPRTV18ACH	\$2,500.00 NM
28	09/21/12	09/21/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									

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Send Payment To:

WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949



DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
952750-1	09/30/12	September 2012	08/27/12 - 09/27/12
Advertiser		Product	Estimate Number
American Crossroads - Iss		AMERICAN CROSSROADS	1017

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
28	09/21/12	09/21/12	NBC Prime DATELINE	10:00-11:00 PM	----F--	:30	1	\$4,500.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	----F--	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	F	09/21/12	10:31 PM	NBC Prime DATELINE	10:00-11:00 PM	:30	USPRTV18ACH	\$4,500.00 NM
29	09/22/12	09/22/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	-----S-	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/22/12	6:53 AM	Sat Sunrise 6-8 AM	6:00-8:00 AM	:30	USPRTV18ACH	\$550.00 NM
30	09/22/12	09/22/12	NBC Saturday	Sat 8-10am	-----S-	:30	1	\$1,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/22/12	9:21 AM	NBC Saturday	Sat 8-10am	:30	USPRTV18ACH	\$1,800.00 NM
31	09/22/12	09/22/12	SATURDAY NIGHT LIVE SATURDAY NIGHT		-----S-	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S-	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Sa	09/22/12	12:56 AM	SATURDAY NIGHT LIVE	SATURDAY NIGHT	:30	USPRTV18ACH	\$1,800.00 NM
32	09/23/12	09/23/12	Sun Sunrise@6-8 AM	6:00-8:00 AM	-----S	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/23/12	7:57 AM	Sun Sunrise@6-8 AM	6:00-8:00 AM	:30	USPRTV18ACH	\$550.00 NM
33	09/23/12	09/23/12	NBC Sunday Today	8:00-9:00 AM/9-11A	-----S	:30	1	\$2,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S	1	\$2,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/23/12	8:30 AM	NBC Sunday Today	8:00-9:00 AM/9-11A	:30	USPRTV18ACH	\$2,200.00 NM
34	09/23/12	09/23/12	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	-----S	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S	1	\$1,800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/23/12	6:27 PM	SA/SU 6-6:30 PM	SA/SU 5:58-6:30 PM	:30	USPRTV18ACH	\$1,800.00 NM
35	09/23/12	09/23/12	NFL	8:00PM-conclusion	-----S	:30	1	\$15,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	-----S	1	\$15,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WESH	Su	09/23/12	12:12 AM	NFL	8:00PM-conclusion	:30	USPRTV18ACH	\$15,000.00 NM
LR - Football									
36	09/19/12	09/19/12	NBC Prime VOICE	8:00-9:00 PM	--W----	:30	1	\$2,800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	09/17/12	09/23/12	--W----	1	\$2,800.00				

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INVOICE

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Invoice #	Invoice Date	Invoice Month	Invoice Period
952750-1	09/30/12	September 2012	08/27/12 - 09/27/12
Advertiser	Product	Estimate Number	
American Crossroads - Issu	AMERICAN CROSSROADS	1017	

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
36	09/19/12	09/19/12	NBC Prime VOICE Class of Time - Pre-emptible with notice	8:00-9:00 PM	--W----	:30	1	\$2,800.00	NM																						
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WESHW</td><td></td><td>09/19/12</td><td>7:59 PM</td><td>NBC Prime VOICE</td><td>8:00-9:00 PM</td><td>:30</td><td>USPRTV18ACH</td><td>\$2,800.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WESHW		09/19/12	7:59 PM	NBC Prime VOICE	8:00-9:00 PM	:30	USPRTV18ACH	\$2,800.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																					
1	WESHW		09/19/12	7:59 PM	NBC Prime VOICE	8:00-9:00 PM	:30	USPRTV18ACH	\$2,800.00	NM																					
Total Spots							57																								

Payment Terms 30 Days

<u>Gross Total</u>	\$101,100.00
<u>Agency Commission</u>	\$15,165.00
<u>Net Amount Due</u>	\$85,935.00